

## Message Text

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12

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 W

----- 102810

P 060624Z DEC 74

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC PRIORITY 3624

UNCLAS SECTION 1 OF 2 TAIPEI 7220

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: REVIEW OF FY-75 COUNTRY COMMERCIAL PROGRAM (CCP)

REF : STATE 263369

1. SUMMARY OF PROGRESS ON ACTIONS ASSIGNED TO POST IN SECTION IV FOLLOWS. RESPONSES ARE KEYED TO APPROPRIATE PAGES AND NUMBERS IN THAT SECTION.

PAGE 9, A.1.1. - TRADE CENTER (TC) HAS PROMOTED AND STAGED EVENTS AS SCHEDULED IN APPENDIX B TO COP. POST CONSIDERS THESE EVENTS TO HAVE BEEN SUCCESSFUL PROMOTION ACTIVITIES. PLANS FOR REMAINING FY-75 EVENTS ARE BEING IMPLEMENTED AND ARE ON SCHEDULE.

PAGE 9, A.1.2. - POST HAS SUBMITTED TO USDOC AN OPTIMUM FY-76 PROGRAM (SEE TAIPEI 4144 AND 4236).

PAGE 9, A.1.3. - FY-75 PROMOTION EVENTS HAVE BEEN SCHEDULED FOR PRODUCT CATEGORIES 1, 6 AND 8 IN APPENDIX C. TC IS COOPERATING WITH ROC NATIONAL SCIENCE COUNCIL AND PURDUE UNIVERSITY IN PRESENTING MACHINE TOOL EXHIBITION AND SEMINAR IN APRIL 1975. BOTH ARE SEGMENTS OF BROADER "INTERNATIONAL PRODUCTIVITY SYMPOSIUM."

PAGE 9, A.1.4.A. - GROC, WHICH SCREENS AND APPROVES FOR SUBMISSION ALL APPLICATIONS FOR EX-IM BANK FINANCING, IS FULLY AWARE OF BANK PROCEDURES. POST HAS GIVEN MAXIMUM PUBLICITY TO CFF PROGRAM THROUGH MEDIA,  
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DISSEMINATION OF BROCHURES, AND SPEECHES TO BUSINESS

ORGANIZATIONS. IF PROBLEMS ARISE IN OBTAINING FINANCING, POST ASSISTS TO MAXIMUM EXTENT POSSIBLE.

PAGE 9, A.1.4.B. - POST REPORTS PROMPTLY WHEN INFORMATION IS AVAILABLE ON TERMS NON-US SUPPLIERS ARE OFFERING.

PAGE 10, A.1.4.1. - POST RECOMMENDED THAT POLLUTION CONTROL CATALOG SHOW, SCHEDULED FOR JANUARY 1975 IN TAIPEI, BE EXTENDED TO INCLUDE KAOHSIUNG (TAIPEI 6340). POST WILL CONSIDER RECOMMENDING ADDITIONAL FUTURE OFF-SITE PROMOTIONS AS THEMES WARRANT AND BUDGET PERMITS.

PAGE 10, A.1.4.2. - USIS TAIPEI IS RENDERING FULL SUPPORT TO TC PROMOTIONS, PARTICULARLY WITH REGARD TO NEWS RELEASES, MEDIA CONTACTS AND PREPARATION OF PRINTED MATERIALS. USIS CENTERS IN TAICHUNG, KAOHSIUNG AND TAINAN ASSIST IN PROMOTION ACTIVITIES WHENEVER CALLED UPON TO DO SO AND FACILITATE VISITS BY POST PERSONNEL ENGAGED IN TRADE PROMOTION ACTIVITIES.

PAGE 10, A.1.4.3. - POST WILL ELABORATE ITS POSITION WITH RESPECT TO PREPARATION OF PIR AND RESPONSE TO STATE A-7111. PRINCIPAL OBSTACLES ARE LIMITED BUDGET AND MANPOWER SHORTAGE.

PAGE 10, A.2. - OWING TO DOWNTURN IN ROC ECONOMY IN FY-75 AS RESULT OF RECESSION IN MAJOR EXPORT MARKETS, NO NEW MAJOR PROJECT OPPORTUNITIES HAVE YET SURFACED IN FY-75. IN FACT, IT IS LIKELY THAT SEVERAL OF THE PROJECTS IDENTIFIED IN SECTION III WILL BE DELAYED OR STRETCHED OUT UNTIL ECONOMIC CONDITIONS IMPROVE. POST KEEPS IN TOUCH WITH ENTITIES RESPONSIBLE FOR IMPLEMENTATION OF MAJOR PROJECTS AND REPORTS PROMPTLY OPPORTUNITIES FOR SALES OF US GOODS AND SERVICES.

PAGE 11, A.3.1. - AS OF NOVEMBER 30, 1974, POST HAD SUBMITTED 57 TO'S COMPARED WITH 80 SUBMISSIONS DURING SAME PERIOD IN FY-74. REASONS FOR DECREASE ARE UNCLASSIFIED

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SLUGGISH LOCAL ECONOMIC CONDITIONS AND MORE THOROUGH SCREENING OF TO'S BY THE POST.

PAGE 11, A.3.2. - MAJOR PRODUCT OPPORTUNITIES IN FY-75 HAVE BEEN LIMITED TO SALES OF EQUIPMENT IN CONNECTION WITH IMPLEMENTATION OF MAJOR PROJECTS. POST HAS REPORTED OPPORTUNITIES PROMPTLY, AND US FIRMS HAVE DONE WELL IF ABLE TO MEET GROC CRITERIA WITH RESPECT

TO SPECIFICATIONS, PRICE AND DELIVERY DATES. IT IS STILL GROC POLICY TO SOURCE IN US IF THESE CRITERIA CAN BE MET. UNAVAILABILITY OF CONCESSIONAL FINANCING HAS RESULTED IN DEFERMENT OF PLANS TO PURCHASE WIDE-BODIED AIRCRAFT.

PAGE 11, A.4. - WHILE POST WILL CONTINUE TO ENCOURAGE FURTHER IMPORT LIBERALIZATION, IT IS UNLIKELY THAT GROC WILL TAKE FURTHER STEPS IN THIS DIRECTION IN FY-75 OWING TO SLUGGISH ECONOMY AND DESIRE TO CONSERVE FOREIGN EXCHANGE RESERVES.

PAGE 12, A.5.1. - SEE A.3.2. ABOVE. POST WILL CONTINUE TO ENCOURAGE US SOURCING.

PAGE 12, A.5.2. - POST HAS ACTIVELY PROMOTED ATTENDANCE AT US TRADE SHOWS BY ROC TRADE ASSOCIATIONS AND MANUFACTURERS. THEY ARE ATTENDING TEXPO '74, INTERNATIONAL MACHINE TOOL SHOW AND PRINT '74. POST IS ALSO WORKING WITH CETDC TO DEVELOP AT LEAST ONE "REVERSE TRADE MISSION" IN FY-75.

PAGE 12, A.6.1. - POST HAS SUBMITTED STUDIES ON TEXTILE AND PLASTIC FOOTWEAR INDUSTRIES. ELECTRONICS INDUSTRY STUDY IS BEING UPDATED AND STUDY ON MACHINE TOOL INDUSTRY IS UNDERWAY.

PAGE 12, A.6.2. - PTR SUBMISSIONS HAVE BEEN MADE ON ELECTRONIC COMPONENTS PRODUCTION EQUIPMENT, ELECTROMOTIVE SYSTEMS AND ELECTRONIC CALCULATORS. ADDITIONAL PTR'S WILL BE SUBMITTED BEFORE THE END OF FY-75.

PAGE 12, A.7.A.1. - PAO HAS ASSIGNED PRIMARY RESPONSIBILITY FOR EXPORT PROMOTION TO INFORMATION UNCLASSIFIED

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OFFICER AND BPAO/KAOHSIUNG. BOTH OFFICERS WORK VERY CLOSELY WITH COMMERCIAL ATTACHE AND TC DIRECTOR. PAO ALSO ENSURES THAT ALL USIS PERSONNEL ARE FULLY AWARE OF IMPORTANCE OF EXPORT PROMOTION PROGRAMS.

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 W

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P 060624Z DEC 74

FM AMEMBASSY TAIPEI

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PAGE 12, A.7.A.2. - LIST OF TRADE PUBLICATIONS IS CURRENTLY BEING REVISED AND WILL BE SUBMITTED SHORTLY. THE TWO MAJOR DAILY ECONOMIC PUBLICATIONS IN TAIWAN, "ECONOMIC DAILY NEWS" (CHINESE) AND "ECONOMIC NEWS SERVICE" (ENGLISH), OFTEN FEATURE RELEASES SUPPLIED BY USIS AND TC.

PAGE 12, A.7.A.3. - POST'S BI-MONTHLY "COMMERCIAL NEWSLETTER" FEATURES SECTION ON NEW PRODUCTS FROM THE US WHICH IS PROVIDED BY USIA. POST ALSO HANDLES ALL INQUIRIES ON NEW US PRODUCTS PUBLISHED IN "WORLD TODAY" BY USIS HONG KONG. USIS RELEASES ON NEW US PRODUCTS ARE CARRIED IN "CHINA POST" (ENGLISH), ECONOMIC DAILY NEWS", AND "ECONOMIC NEWS SERVICE".

PAGE 12, A.7.A.4. - TC LOCAL STAFF IS QUALIFIED TO PREPARE ALL TRANSLATIONS FOR TC EVENTS. USIS TRANSLATION SERVICES ARE UTILIZED FOR SPEECHES MADE BY POST PERSONNEL ON COMMERCIALLY-RELATED WORK.

PAGE 13, A.7.A.6. - IT IS HOPED THAT FUNDS WILL BE AVAILABLE IN FY-75 TO PERMIT SENDING A GRANTEE TO THE INTERNATIONAL MARKETING INSTITUTE AND TO PROVIDE A GRANT TO AN INTERNATIONAL ECONOMIC AFFAIRS SPECIALIST IN THE MEDIA OR GOVERNMENT.

PAGE 13, A.7.A.7.B. - ASST. COMMERCIAL ATTACHE HAS INVENTORIED HOLDINGS IN COMMERCIAL LIBRARY. HE HAS ALSO COMPILED LIST OF TRADE-RELATED PUBLICATIONS IN USIS LIBRARIES IN TAIPEI, TAICHUNG, TAINAN AND UNCLASSIFIED

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KAOHSIUNG. PROCUREMENT OF PUBLICATIONS NEEDED TO UPGRADE HOLDINGS DEPENDS ON AVAILABILITY OF FUNDS FROM WASHINGTON.

PAGE 13, A.7.A.7.C. - DURING FIRST HALF OF FY-75

POST OFFICERS HAVE DELIVERED ADDRESSES ON US COMMERCIAL PROGRAMS TO ROTARY CLUBS IN TAIPEI, TAICHUNG, TAINAN AND KAOHSIUNG; LIONS CLUBS IN TAIPEI AND KAOHSIUNG; AMCHAM IN TAIPEI; JCC IN TAIPEI AND KAOHSIUNG AND INTERNATIONAL MANAGEMENT COUNCIL IN TAIPEI. ADDITIONAL SPEECHES ARE BEING SCHEDULED FOR SECOND HALF OF THE FISCAL YEAR IN MAJOR INDUSTRIAL AND COMMERCIAL CENTERS.

PAGE 14, A.8.1. - POST WILL SUBMIT REPORTS ON VISITS OF NTM FIRMS WHEN WASHINGTON FOLLOW-UP IS DESIRABLE.

PAGE 14, A.8.2. - SINCE TC OPENING, ALL POST OFFICERS ENGAGED IN TRADE PROMOTION ROUTINELY BRING TO ATTENTION OF NTM FIRMS THE FACILITIES AVAILABLE AT THE TC.

PAGE 14, A.9. - ECON/COMM COUNS, COMM.ATT. AND TC DIRECTOR MEET WEEKLY TO REVIEW IMPLEMENTATION OF CCP. USIS REPRESENTATIVES PARTICIPATE WHEN RESPONSIBILITIES OF HIS AGENCY ARE INVOLVED. DCM IS KEPT INFORMED OF ACTIONS TAKEN AND OBSTACLES ENCOUNTERED. ACTION TEAM WILL MEET IN EARLY JANUARY 1975 TO REVIEW FIRST HALF FY-75 IMPLEMENTATION OF CCP.

PAGE 15, B. AND C. - WHILE THE PRIMARY EMPHASIS OF THE CCP IS ON PROMOTING SALES OF US GOODS AND SERVICES, THE POST ALSO DEVOTES CONSIDERABLE TIME AND ATTENTION TO FACILITATING US INVESTMENT AND ASSISTING US BUSINESS, INCLUDING, INTER ALIA, REPORTING ON THE INVESTMENT CLIMATE AND OPPORTUNITIES, BRIEFING POTENTIAL INVESTORS AND ARRANGING APPOINTMENTS FOR THEM AND ASSISTING US BUSINESS COMMUNITY IN RESOLVING ANY PROBLEMS THAT ARISE. THE POST HAS ESTABLISHED AND MAINTAINS CLOSE AND EFFECTIVE LIAISON WITH THE TAIPEI AMCHAM AND APPROPRIATE GROC ENTITIES.  
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## Message Attributes

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**TAGS:** BEXP, TW  
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